



# CONNECTION

Atari, Inc. 1265 Borregas, Sunnyvale, California 94086

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## INTRODUCING THE ATARIANS™

Atari's Pinball Division is proud to announce that the first Atari flipper game is ready for introduction. "After almost two years of research, planning and development, we are confident that The Atarians will be an exceptionally good game in the marketplace," says Gil Williams, Division Manager.

The field test program which has been underway since November has verified the strong player acceptance of the game. It has been the top earning pinball game in every location in the test program. In several of these locations it has topped all time pinball collection records. The Atarians has been placed next to other strong games on location such as Bally's Solid State Freedom and Night Rider, Gottlieb's Jack's Open and Target Alpha, and maintained higher collections. Operators in the test program are enthusiastic about The Atarians and are eager to place them in more of their locations.

"The Atari flipper game has some new and exciting features which add to the over-all play appeal. Player reactions to the games in the field have been over-whelmingly positive," said Eddie Boasberg, Pinball Marketing Coordinator. "There are strong indications that in test locations The Atarians is being played by people who typically do not play flipper games, as well as those who are 'pinball players,'" he adds.

The Atarians is a 4 player electronic pinball game. The large playfield is designed for a good balance of fast ball action and flipper action. The player reactions to this have been extremely good. The unique memory feature retains the playfield status for each player between balls, adding to the overall challenge of the game. Precise scoring features, including Hole Kickers, Targets, Pop Bumpers, and Sling Shots, together with three special ball saver features and a



variety of bonus scoring features, adds up to action and play appeal.

The Atarians has colorful, dynamic graphics and a unique attract mode when not in play. It has many features which appeal to players of all levels of expertise and keeps them coming back for new challenges.

In designing this game, Atari has made a special effort to include service features to simplify maintenance and repair needs. There is a built-in test mode to assist in pinpointing problems. Sealed contact switches and magnetic sensor switches replace rollovers, eliminating the need for adjustments and problems caused by dirt

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## SERVICE SEMINAR FOR ATARIANS™ HOSTED BY ATARI

The new Marriott Hotel at Santa Clara's "Great America" amusement park was the setting for a service seminar given for The Atarians™, Atari's all new solid state pinball game.

Atari distributors sent 35 service representatives from all over the country to sessions held on January 17 and 18 hosted by the Atari Customer Service Department, managed by Don Smith.

The first day's session was conducted by Steve Nollan, Pinball Engineering and Fred McCord, Customer Service Field Rep. and included explanation of the game's electronics and microprocessor functions.

Special emphasis was placed on The Atarians' self-diagnostic checkout procedure built into the game's program.

Based on input from preliminary field tests, service techs were shown how to repair typical problems that might occur in location situations. A test game was intentionally disabled to demonstrate repair techniques.



The following question-and-answer session produced many useful comments which will be considered for future implementation in the Atari pinball program.

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## EDDIE BOASBERG COMMENTS ON PINBALL



Dear Coin Man:

My name is Eddie Boasberg. As Marketing Coordinator for Pinball at Atari, my job is to initiate the field testing of the Atari pinball and to interface with both distributors and operators concerning all aspects of our pinball games. I am at Atari to gather information, comments, and ideas from distributors and operators of our games,

in order to insure that the Atari pinball is the best in the market.

The Atarians™ is our first pinball, and in keeping with Atari standards, is a great game. By means of extensive testing, new ideas concerning pinball games are incorporated in The Atarians. There are new features in our games that have been proven in field testing, which will greatly benefit the operators.

I am looking forward to talking to you, both distributors and operators, to get your comments on the game. Please write to me and let me know your opinions.

Look forward to nothing but great pinballs from Atari and start playing with the future today.

Respectfully,

*Eddie Boasberg*

Edward J. Boasberg  
Operations Manager, Pinball Division

## ATARI'S SPRINT 2™ BREAKING RECORDS

Ray Galante of Music Vend, Seattle says, "Our operators are reporting \$200 to \$300 a week collections on Sprint 2 video game which has helped to increase their total gross income of the locations.

"Sprint 2 is earning extremely well in this area and it has shown the longevity that we feel will surpass many of the other video games," says Frank Ash of Active Amusement Co., Philadelphia.

These are just a few examples of the reactions to Sprint 2 by operators and distributors across the country. This game has the extra challenge of 12 different tracks to choose from and the competitive element in both the one and two player modes which have contributed to its success. There is more action on the playfield with the two automatic "drone" cars which adds to the excitement of each race.

The distributors also reported that there have been very minimal or no reports of down time on Sprint 2 by their operators. They note that the built-in self-test program has been extremely helpful for pinpointing those problems that have been reported and repairing them quickly.

## DEBBIE SPEAR AND CHRIS BUTTERFIELD CUSTOMER SERVICE REPRESENTATIVES



*If there's a problem that is unknown,  
Call Atari Customer Service on the phone.  
Debbie or Chris will always be there  
To help you with the game repair.  
Together with the game technician  
They'll find out how to fix the condition.*

## SITDOWN NIGHT DRIVER™ ROLLS

Atari's exciting and highly successful NIGHT DRIVER™ night racing game is now available in a limited edition deluxe sitdown cabinet design. Molded in shimmering black metallic fiberglass complete with colorful race car decal graphics. The new version adds incredible realism to this 24 - hours-at-Daytona type video racing attraction.

Players actually sit in a simulated race car cockpit with console mounted 4-speed shifter, quick-response steering and realistic accelerator.

Designed for hours of replay, the sitdown NIGHT DRIVER offers the same profit oriented features as the upright version.

Drivers can select one of three tracks based on order of difficulty. The monitor displays an illuminated twisting, turning roadway ahead. The harder the acceleration, the faster the track comes at the player, making it harder to stay on the track without crashing. Realism is enhanced with screeching tires, crashes, and the whine of changing RPM's as the player shifts gears.

"Best" top speed and score previously achieved for each track is stored and displayed whenever track-selection switch is activated.

Special operator options include Extended Play when driver scores 350 points, and adjustable Game Time to 50, 75, 100 or 125 seconds... a switch is provided that also allows operators to change the game's tracks to a different set of three courses.

Dimensions are: Height 55", width 30", length 74".

Further information regarding availability and delivery can be gained by contacting Frank Ballouz, Atari National Sales Manager or the Atari Distributor in your area.



## DON OSBORNE NAMED WESTERN REGIONAL SALES MANAGER



Don Osborne has been named Western Regional Sales Manager for the Coin-operated products division at Atari, Inc.

Mr. Osborne's primary responsibilities will be focussed on providing closer product sales and follow-up support to Atari distributors in the western states.

In commenting about Mr. Osborne's new position, Frank Ballouz, Division National Sales Manager stated "we are confident that Don's appointment will add more strength to our continuing efforts to increase two-way communication and offer more personalized service to our distributors throughout the west."

Mr. Osborne has over twelve years experience in marketing and direct sales.

## WE'RE LISTENING

This is sort of a "fan Letter". I'm writing to express my appreciation of one of your coin-operated electronic games, **BREAKOUT™**. I've played it many times in game centers here in Philadelphia and enjoy it immensely...when the lunch hour rolls around in Center City, Philadelphia, large numbers of well-dressed junior-executive types line up at the various **BREAKOUT** machines in the 4 game centers and one train station that have them and play them for much of their time. There's something about it that's addictive.

Burt Benenson  
Philadelphia, PA

## SKILL & STRATEGY WITH NEW DOMINOS/4 COCKTAIL™

Following on the heels of the highly successful 2-player **DOMINOS™**, Atari has just announced the availability of a 4-player cocktail model of this popular video skill game.

Features include a new hexagonal table top fabricated from a durable scratch and burn-resistant laminate material.

The easy-access 19" monitor is covered with tempered glass for maximum protection.

Operator options include variable volume control; one coin per player credit or one coin for two or four credits, and number of matches before elimination to three, four, five or six.

**DOMINOS/4 COCKTAIL™** video game is designed for on-the-spot maintenance with special easy-access service panel, and built in self-test program.

The game can be played by up to 4 players, white vs. black "dominos", individually or in teams. If there is less than 4, the games' computer plays the other positions. The last player with points on his "score domino" wins.



"**DOMINOS/4 COCKTAIL** is an exciting skill game as well as an elegant furniture design". Frank Ballouz, Atari National Sales Manager commented. "We believe it will fit into a wide variety of sophisticated environments, provide great entertainment for patrons, and high income for operators."

## TECHNICAL TIPS

### SHOOTING GAMES

There are some misunderstandings as to the function and operation of the optic assembly used in pistols and rifles. This generally leads to improper diagnosis of problems.

First of all, the optic assembly does not emit a beam or ray of light. In reality, the optic assembly receives a beam of light from the face of the TV picture tube. This is accomplished by the presence of a narrow beam width lens mounted on the end of the assembly which focuses on a small area of the picture tube. The light is transmitted through the narrow beam width lens onto a phototransistor which converts the light to a voltage pulse. After amplification, the light pulse is transmitted to the computer board for processing.

Now, if a **QUACK™** or **OUTLAW™** game has the following symptoms, perform the check list:

Symptom: Shot is random or always in one corner on TV screen.

Cause: Insufficient light to optic assembly caused by:

1. Lens missing
2. TV brightness too low
3. Dirt on the face of the TV picture tube
4. Plex dirty or scratched.

Symptom: No visible shot.

Cause: Insufficient light to optic assembly, defective optic assembly, or defective computer board.

### F-1 DRIVING GAME

Symptom: Game is sometimes in the one coin mode rather than two coins.

Cause: The game timer motor (gas) is not in "game over position." Remember that the game timer is mechanical and does not reset to zero when power is turned on and off.

## VIDEO MUSIC™ INTRODUCED AT JANUARY CES

Atari Consumer Products Division has announced that it will enter the stereo components market with its new product, Video Music™ audio video converter, according to Kerry Crosson, Atari's Manager of New Consumer Products.

Video Music instantly transforms audio signals from home stereos into video signals that can then be viewed on home TVs. The result is the viewer seeing the music that he is listening to.

The Video Music console is designed as a piece of stereo componentry and has controls that allow the viewer to create an infinite variety of patterns and shapes, in a rainbow of color (on color TVs), that pulse to the tempo of music being played. Video Music also has automatic controls that randomly select and change



the patterns at predetermined intervals.

"We feel that Video Music will add excitement to the audio market and will add new profits and selling opportunities to the retailer", said Crosson.

### *Atarians (Continued from front page).*

build-up. These are only a few of the unique service features which will reduce maintenance needs on the game.

Frank Ballouz, Atari's National Sales Manager, said, "The Atarians has proven itself to be the top earning game on location. From the reactions thus far, I know that Atari's game will soon be the top rated pinball game in the industry."

The Atarians is available through Atari distributors now.

### *Seminar (Continued from front page).*

The following day included tours of

Atari's Pinball Manufacturing facility hosted by Bob Russell, Manufacturing Operations Manager and the Pinball Test Department led by John Petlansky, Plant Manager.

The two-day event was concluded with a drawing for PONG™ home video games.

Eddie Boasberg, Pinball Marketing Coordinator made the drawing. Grand Prize winner was Stanley Mills of General Vending, Baltimore, MD., who took home a SUPER PONG™.

PONG games were also won by Tom Peterson, All Coin Equipment Co., San Antonio, TX., and David Walls, Music Vend, Seattle, WA.

## ADD A NAME TO CC MAILING LIST

Send to: Atari, Inc., 1265 Borregas Ave., Sunnyvale, CA 94086

Name \_\_\_\_\_

Company name \_\_\_\_\_

Address \_\_\_\_\_

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State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (Area Code) \_\_\_\_\_

Please check appropriate box(s):

- ☐ Arcade Operator  
☐ Street Operator  
☐ Amusement Park Operator  
☐ Distributor  
☐ Manufacturer  
☐ Other (Specify) \_\_\_\_\_

If Operator:

Approximately how many total units do you operate?

- ☐ 100 or less      ☐ 300 to 1000  
☐ 100 to 300      ☐ 1000 or more

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